



**LAGOS STATE POLYTECHNIC**  
**SCHOOL OF MANAGEMENT AND BUSINESS STUDIES**  
**DEPARTMENT OF MARKETING**

**NEW CURRICULUM FOR ND I APPROVED CURRICULUM (FIRST SEMESTER)**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>THEORY HOURS</b>	<b>PRACTICAL HOURS</b>	<b>CREDIT HOUR</b>	<b>COURSE UNIT</b>
MKT 111	PRINCIPLES OF MARKETING	2	2	4	3
MKT 113	PRINCIPLES OF LAW	2	0	2	2
MKT 114	PRINCIPLES OF ECONOMICS I	2	0	2	2
MKT 115	PRINCIPLES OF PURCHASING	2	0	2	2
ACC 111	PRINCIPLES OF ACCOUNTS I	2	1	3	3
BAM 111	INTRODUCTION TO BUSINESS I	1	2	3	2
BAM 123	INTRO TO SOCIAL PSYCHOLOGY	2	0	2	2
GNS 101	USE OF ENGLISH I	2	0	2	2
GNS 111	CITIZENSHIP EDUCATION I	2	0	2	2
ICT 113	INFORMATION COMMUNICATION TECHNOLOGY I	1	3	4	2
LIB 100	LIBRARY USER EDUCATION	1	0	1	1
MTH 125/BAM 112	BUSINESS MATHEMATICS I	3	0	3	3
	<b>TOTAL</b>	<b>22</b>	<b>8</b>	<b>30</b>	<b>26</b>



Lagos State  
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NEW CURRICULUM FOR ND I APPROVED CURRICULUM (SECOND SEMESTER)

COURSE CODE	COURSE TITLE	THEORY HOURS	PRACTICAL HOURS	CREDIT HOUR	COURSE UNIT
MKT 121	PRINCIPLES OF MARKETING II	3	0	3	3
MKT 123	CONSUMER BEHAVIOUR	3	0	3	3
MKT 124	PRINCIPLES OF ECONOMICS II	2	1	3	2
MKT 125	PRACTICE OF PURCHASING	2	0	2	2
MKT 126	PRINCIPLES OF SELLING	3	0	3	3
MKT 127	INTRODUCTION TO EVENT MARKETING	1	0	1	1
ACC 121	PRINCIPLE OF ACCOUNT II	2	2	4	3
EED 126	INTRODUCTION TO ENTREPRENEURSHIP	1	2	3	2
CCE 100	COMPULSORY COMPUTER EDUCATION 1	0	2	2	0
GNS 102	COMMUNICATION IN ENGLISH I	2	0	2	2
ICT 116	INFORMATION COMMUNICATION TECHNOLOGY II	1	3	4	2
MTH 126/BAM 122	BUSINESS MATHEMATICS II	3	0	3	3
	<b>TOTAL</b>	<b>23</b>	<b>10</b>	<b>33</b>	<b>27</b>



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**NEW CURRICULUM FOR ND II APPROVED CURRICULUM (FIRST SEMESTER)**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>THEORY HOURS</b>	<b>PRACTICAL HOURS</b>	<b>CREDIT HOUR</b>	<b>COURSE UNIT</b>
MKT 212	MARKETING MANAGEMENT I	3	0	3	3
MKT 213	MARKETING ENVIRONMENT	2	0	2	2
MKT 214	INTRODUCTION TO MARKETING COMMUNICATION	3	0	3	3
MKT 215	SALES AND DISTRIBUTION MANAGEMENT	2	0	2	2
BAM 217/MKT 216	RESEARCH METHODOLOGY	1	2	3	2
ACC 212	COST ACCOUNTING I	2	1	3	3
BAM 211	PRINCIPLES OF MANAGEMENT I	1	2	3	2
SIW 200	SIWES			2	2
EED 216	PRACTICE OF ENTREPRENEURSHIP	1	2	3	2
GNS 201	USE OF ENGLISH II	2	0	2	2
MTH 231/BAM 212	BUSINESS STATISTICS I	3	0	3	3
	<b>TOTAL</b>	<b>20</b>	<b>09</b>	<b>29</b>	<b>24</b>



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<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>THEORY HOURS</b>	<b>PRACTICAL HOURS</b>	<b>CREDIT HOUR</b>	<b>COURSE UNIT</b>
MKT 218	ADVERTISING AND PUBLIC RELATIONS	2	0	2	2
MKT 221	MARKETING MANAGEMENT II	3	0	3	3
MKT 225	RETAIL AND WHOLESALE MANAGEMENT	2	0	2	2
MKT 223	CONSUMER BEHAVIOUR II	2	0	2	2
MKT 224	E- MARKETING	3	0	3	3
MKT 229	INTEGRATED MARKETING PROJECT	1	6	7	3
ACC 222	COST ACCOUNTING II	2	1	3	3
BAM 214	BUSINESS LAW	1	2	3	2
BAM 221	PRACTICE OF MANAGEMENT	1	2	3	2
CCE 200	COMPULSORY COMPUTER EDUCATION 2	0	2	2	0
GNS 202	COMMUNICATION IN ENGLISH II	2	0	2	2
MTH232/BAM 222	BUSINESS STATISTICS II	3	0	3	3
	<b>TOTAL</b>	<b>22</b>	<b>13</b>	<b>35</b>	<b>27</b>

